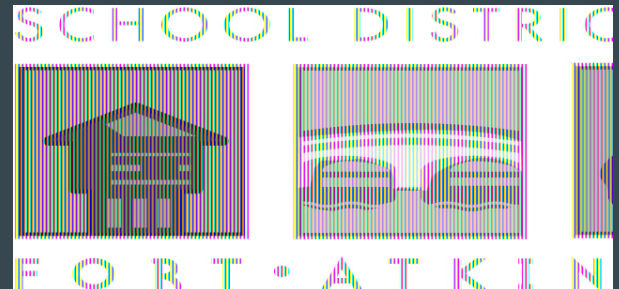


School District of Fort Atkinson Operational Referendum

April 7th, 2020



INFORMATION ABOUT THE APRIL 7, 2020 PROPOSED OPERATIONAL REFERENDUM



What will the question look like on the ballot?

Shall the School Board of the School District of Fort Atkinson be authorized to exceed the revenue limit under Section 121.91 of the Wisconsin Statutes beginning with the 2020-2021 school year by amounts not to exceed \$2,250,000 each year (on a recurring basis) and \$3,000,000 each year (on a non-recurring basis for a period of three years) for the purpose of paying District operating costs in support of delivering the quality opportunities and services each student needs to achieve his or her academic and personal potential as provided in the foregoing resolution?



Key Messaging

SCHOOL DISTRICT OF



FORT • ATKINSON

ONE FORT FOR THE FUTURE

Information about the upcoming Operational Referendum



Secured Current
Funding



Responsible Length
Given Fiscal
Forecast



Strong
Programming
and Services



Stable
Taxes



VOTE APRIL 7

Communication Plan

Multi-Level Communication Strategy

- Website
- Social Media
- Print Media
- Materials Available to the Public
- Face-to-Face Conversation
- Radio



Communication Plan

Website

[Home](#) [District](#) [School Board](#) [Departments](#) [Parents & Students](#) [Staff](#) [Community](#) [4K](#) [Innovation](#) [Calendar](#)

2020Referendum


- Home
- Community Meetings
- Budget & Finance
- Community Engagement
- FAQ

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STABILITY, SUSTAINABILITY, OPPORTUNITY

SCHOOL DISTRICT OF
FORT ATKINSON
One Fort for the Future

Information about the April 7, 2020 Operational Referendum



The Need

Shift in Public School Funding

- Since 2009, the State has allowed little to no increase in public school funding. As a result, a local referendum is necessary to keep up with rising operational costs (employee compensation, utilities, supply costs, etc.). Through this referendum process, more local control is gained and every single dollar stays in Fort Atkinson rather than going through the State budget process.


Sunset of the 2016 Referendum

- The referendum passed by voters in 2014 for operational expenses was for three years. The authority of the District to tax for the \$2.25 million each year expires in June of 2020 and must be reauthorized by District voters to be available to the District moving forward.


Questions?

See our FAQs
If you have other questions, email referendum@fortschools.org

Why School Funding Matters



What is it?



[Home](#) > [School Board](#) > [2020Referendum](#) > [FAQ](#)

2020 Referendum Q&A

[Expand All](#)

Why another referendum so soon?

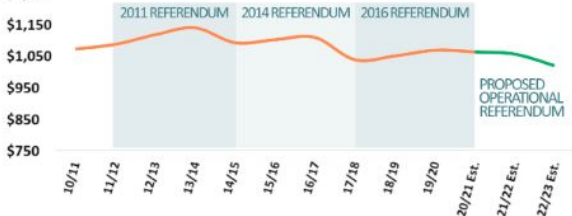
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What is going to happen to my taxes?

>

Keeping in mind that the school district taxes are the only part of your property taxes that the District has control over, the referendum is currently projected to have no impact on local property taxes. Below is a graph showing the tax levy rate since 2010/11 and the projected rate for the next three years. Wondering how this can happen? See the next question!

TAX PROJECTION ON \$100,000 VALUE



| Year | Tax Projection (\$100,000 Value) |
|------------|----------------------------------|
| 10/11 | \$1,050 |
| 11/12 | \$1,050 |
| 12/13 | \$1,050 |
| 13/14 | \$1,050 |
| 14/15 | \$1,050 |
| 15/16 | \$1,050 |
| 16/17 | \$1,050 |
| 17/18 | \$1,050 |
| 18/19 | \$1,050 |
| 19/20 | \$1,050 |
| 20/21 Est. | \$1,050 |
| 21/22 Est. | \$1,050 |
| 22/23 Est. | \$1,050 |

How can the referendum amount increase, but my taxes won't?

>

Why did my 2019 property tax bill increase?

>

What do recurring and non-recurring mean?

>

What is a revenue limit?

>

How are schools in Wisconsin funded?

>

www.fortschools.org/vote

Communication Plan

Social Media



SCHOOL DISTRICT OF



FORT • ATKINSON

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Communication Plan

Print Media

Fliers

STABILITY, SUSTAINABILITY, OPPORTUNITY

SCHOOL DISTRICT OF
FORT ATKINSON
One Fork for the Future

Information about the **April 7, 2020**
Proposed Operational Referendum

THE NEED

Sunset of the 2016 Operational Referendum

THE SOLUTION

The proposed Operational Referendum offers a multi-layered solution. It provides a portion of needed funding for the District to count on moving forward while providing a portion that the community can consider again in three years. Reasons this option was selected include:

Secured Current Funding

\$2.75 million of the proposed referendum is recurring. This provides the District stability in long-term planning and resources. The risk of losing programming and services in the future due to a sunsetting referendum, the community approved this amount in 2016. The District is confident this funding is needed moving forward.

Responsible Length Given Fiscal Forecast

\$1 million of the proposed referendum is non-recurring and limits the remainder of the District's fiscal need for the next three years. The District has demonstrated consistency and accuracy in fiscal forecasting, but this amount can be reconsidered by the community in three years.

Strong Programming and Services

Feedback from the community strategy indicates a desire for sustaining current programming and services. Providing competitive offerings and maintaining a commitment to continuous improvement are also high priorities. Meeting the growing needs of students, families and community remains at the center of the District's mission. The proposed referendum makes this possible.

Stable Taxes

The District has an ongoing process for this referendum by restructuring and prepaying debt. The Board of Education consistently considers the fiscal impact on taxpayers within the budget process. The proposed referendum, as a result, keeps taxes stable.

INFORMATION ABOUT THE APRIL 7, 2020 PROPOSED OPERATIONAL REFERENDUM

What will the question look like on the ballot?

Shall the School Board of the School District of Fort Atkinson be authorized to exceed the revenue limit under Section 125.01 of the Wisconsin Statutes beginning with the 2020-2021 school year by amounts not to exceed \$2,250,000 each year (on a recurring basis) and \$3,000,000 each year (on a non-recurring basis for a period of three years) for the purpose of paying District operating costs in support of delivering the quality opportunities and services each student needs to achieve his or her academic and personal potential as provided in the foregoing resolution?

STRATEGIC IMPROVEMENTS

Given the results of the 2016 community survey, over the last 3 years we provided strategic growth based on what our community asked for, all at tax rates lower than 2016/17.

- Focused social-emotional and behavioral mental health support
- Strengthened academic and behavioral intervention
- Increased art and music programming
- Pre-paid debt
- Competitive wage and benefit packages for SIFA team members

Proposed Referendum

TAX PROJECTION ON \$100,000 VALUE

The Impact: Stable Taxes
How can we do this? By prepaying debt and shifting those tax funds towards programming and services, we are able to keep taxes stable during the proposed operational referendum.

2012 REFERENCE, 2014 REFERENCE, 2016 REFERENCE, PROPOSED OPERATIONAL REFERENDUM

2021 Est., 2022 Est., 2023 Est.

LEARN MORE AT
FortSchools.org/vote

Communication Plan


Print Media

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 **VOTE APRIL 7**

SCHOOL DISTRICT OF

FORT · ATKINSON

ONE FORT FOR THE FUTURE

STABILITY, SUSTAINABILITY, OPPORTUNITY

Join us for a community conversation session:

Thursday, **March 12** | 6:00-7:30 pm | **Public Library**

Friday, **March 20** | 12:00-1:30 pm | **Senior Center**

Saturday, **April 4** | 9:00-10:30 am | **Beauty & Bean**

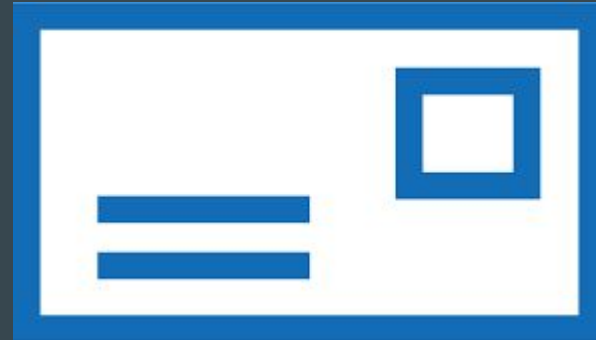
LEARN MORE AT
FortSchools.org/vote



Communication Plan

Print Media

- Daily Union
- Mailed Postcards
- Newspaper Inserts



Communication Plan

- Materials Available to the Public
 - Public and School Events
- Face-to-Face Conversation
 - Local Groups & Organizations
 - Scheduled Public Sessions
 - Canvassing
- Radio

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Next Steps for Board Members

- Review materials as they become available
- Sign up for communication opportunities
- Become familiar with the 'Do's and Don'ts'
- Keep the conversation going
- Tight timeline in March
- Consider a Citizen's Committee

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